



# 2013 SEAFAIR



Captain of Summer!

June 21 – August 18

Special Events Magazine Gala Award  
2012 Winner for "Best Fair/Festival"





# SEATTLE'S SUMMER CELEBRATION

1. Seattle's Premier Summer Celebration for 64 years
2. Non-profit with affiliated 501(c)(3) Foundation
3. Estimated \$80M Economic Impact; 75 Events;  
2 million impressions annually
4. Touches every community in Greater Seattle
5. International Recognition as the best festival on the Planet!





## SEAFAIR EVENTS – Free & Affordable

**RAVE** To Seattle's upcoming Seafair celebration. We were in Texas for spring break during a city's weeklong community celebration that seemed similar to our Seafair. Unfortunately, most of the activities, even parades and watching school band performances, had an admission fee, and not just a couple of bucks. It made us appreciate what we in the Puget Sound area have, and the need to support these community events to keep them accessible.

—Seattle Times, Sunday May 19, 2013

- Seafair Festival Kick Off – First day of Summer
- Seafair Pirates Landing
- Seafair Milk Carton Derby



# SEAFAIR COMMUNITY FAMILY EVENTS

June 22-23	Eastside Heritage Strawberry Festival	July 24	Greenwood Seafair Parade
June 29	Greenwood Car Show	July 26-28	IKEA Renton River Days
July 3-4	Des Moines Waterland Events	July 26-28	Silverdale Whaling Days
July 4-7	Lake Union Wooden Boat Festival	July 26-28	Tour de Terrace
July 4-20	West Seattle Hi-Yu Summer Festival	July 28	Kirkland Classic Car Show
July 6	Wallingford Family Parade & Festival	July 28	Hispanic Seafair
July 11-14	Kent Cornucopia Days	July 28	Pista sa Nasyon
July 13	Pioneer Square Fire Festival	Aug 2-3	Magnolia Summerfest & Seafair
July 13	Crown of Queen Anne Fun Run/Walk	Parade	
July 13-14	Ballard Seafood Fest	Aug 2-3	Lake City Pioneer Days Festival
July 13-14	Mercer Island Summer Celebration!	Aug 2-4	Umoja Fest African American Festival
July 14-15	Seattle's Chinatown-ID Dragon Fest	Aug 4	Shoreline Classic Car Show
July 13-21	White Center Jubilee Days	Aug 9-11	Kirkland SummerFest
July 19-21	Kla Ha Ya Days Festival	Aug 10	Taste of Hood Canal
July 19-21	Kirkland Uncorked	Aug 17-18	Central Area Community Festival
July 19-22	Seafair Pow Wow	Aug 17-18	Rainier Valley Culture Fest Weekend
July 20	West Seattle Grand Parade & 5K Run		
July 20-21	Covington Days Festival		
July 21	Chinatown Parade		
July 21-22	Seattle Bon Odori		



## • SEAFAIR EVENTS – SPORTS

- Rock 'n' Roll Seattle Marathon EXPO
- Rock 'n' Roll Seattle Marathon & ½ Marathon
- BRI Seafair Triathlon Expo
- BRI Seafair Triathlon & Kids Triathlon
- Michelob Ultra Seafair Torchlight Run





## • SEAFAIR EVENTS – MILITARY

- Blue Angels – Sequester Cancellation in 2013
- Fleet Week – Sequester Cancellation in 2013
- Coast Guard – maintain safety enforcement
- Seafair Military Engagement
  - Seafair Military Breakfasts
  - Sports Events Discounts
  - Free admission to Seafair Weekend



## SEAFAIR SIGNATURE CELEBRATIONS

- Seafair Summer Fourth Fireworks
- Seafair Torchlight Spectacular
- Alaska Airlines Seafair Torchlight Parade
- Seafair Weekend featuring Albert Lee Appliance Cup and Boeing Air Show



# SEAFAIR FOUNDATION PROGRAMS

- Scholarship Program for Women Coronation
  - \$20,000 + in college scholarships
- High School Ambassadors Program
  - Youth Leadership Symposium
  - International delegation exchange with Kobe, Japan
- Education Curriculum
- Holiday Cruise for the Intellectually Disabled Community





# THE SEAFAIR FAMILY

- Two million attendees
- Over 35,000 show participants
- 10 Full Time Staff; 15 Interns
- 40 Member Board of Directors
- 150 Year-Round Volunteer Leaders
- 3,000 volunteers
- 5 Entertainment/Service Groups
  - Seafair Pirates
  - Seafair Clowns
  - Seafair Parade Marshals
  - Seafair Boat Club
  - Seafair Commodores



## SEAFAIR – CITY OF SEATTLE PARTNERSHIP

- Of the 49 City Departments, Seafair works with over half, including
  - Seattle Police
  - Seattle Parks
  - Seattle Center
  - Seattle Department of Transportation
  - Office of Economic Development
  - Department of Neighborhoods



## SEAFAIR ROYALTY 2013

- Torchlight Parade Grand Marshal – Gary Payton
- King Neptune – Jonathon Poneman, co-founder Sub Pop Records
- Queen Alcyone – Jennifer Roth, film producer (Black Swan)
- Miss Seafair – Veronica Asencé, Hispanic Community (UW student in Communications)



# SEAFAIR 2013 PRIORITIES

- Maintain Cultural Impact on Seattle
- Emergency Preparedness for a Safe Event
- 4<sup>th</sup> of July Fireworks Partnership
- Prepare for 2014's 65<sup>th</sup> Anniversary